**EDA Analysis**

This enabled to understand the characteristics of the data that we have, and the co-relation each of the variables have with each other. The major variables that were found to be the deciding factors for identifying the future churn were:

- Electricity & Gas Consumption prices during 3 different periods of time.

-The probable discounted prices they will continue subscribing upon.

There weren’t much missing values. The electricity & gas consumption of the past 12 months data was **skewed** and the plots showed there are a lot of outliers to the right. Standardization helped to eliminate the effect of the outliers from the variables.

The clients who were also gas clients churned at similar rates to the other.

For the first period, there is a statistically significant difference in the price of energy for churned and retained customers.